

Product Packaging Prototype Feedback Form

Name

Email

1. Overall Design Impression

What are your first thoughts about the packaging prototype?

2. Visual Appeal

How would you rate the visual appeal?

- ☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

Comments on visual appeal

3. Functionality & Usability

Is the packaging easy to open, use, and close?

Any suggestions for functional improvements?

4. Materials & Quality

What do you think about the materials used?

5. Brand Message & Information

Does the packaging clearly communicate the product and brand?

6. Likelihood to Buy

How likely are you to buy this product based only on the packaging?

- ☐ Very Unlikely
☐ Unlikely
☐ Neutral
☐ Likely
☐ Very Likely

7. Additional Comments

Any other feedback or suggestions?

Date